

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Prudential Retirement Insurance and Annuity Company	CIGNA Life Insurance Company	06/03/2004	COMPANY: CONNECTICUT

RECEIVING PARTY DATA

Name:	The Prudential Insurance Company of America
Street Address:	751 Broad Street
Internal Address:	21st Floor
City:	Newark
State/Country:	NEW JERSEY
Postal Code:	07102
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	76470153	E-INSERT
Serial Number:	78239503	THE BENEFITS OF PLANNING
Registration Number:	2673105	INVESTMENT INTEGRITY INSTITUTE
Registration Number:	2501889	MASTER THE TERRAIN
Registration Number:	2533127	PERFECT SERVICE
Registration Number:	2295681	STEADYSAVE
Registration Number:	2272836	SUCCESS ACCORDING TO PLAN
Registration Number:	2289400	SUCCESS THROUGH LEARNING
Registration Number:	2586842	TOTAL RETIREMENT ADVISORY SERVICES
Registration Number:	2422360	TOTAL RETIREMENT SERVICES
Registration Number:	2568637	WORKPLACE FINANCIAL SOLUTIONS
Registration Number:	2841931	THE WORKPLACE SPECIALIST

CORRESPONDENCE DATA

900008892

TRADEMARK
REEL: 002868 FRAME: 0192

CH \$315.00 76470153

Fax Number: (973)367-7121

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 973-802-3057

Email: sue.nam@prudential.com

Correspondent Name: Sue J. Nam

Address Line 1: 751 Broad Street

Address Line 2: 21st Floor

Address Line 4: Newark, NEW JERSEY 07102

NAME OF SUBMITTER:

Henry Kwong

Total Attachments: 3

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Trademark Assignment

WHEREAS, Prudential Retirement Insurance and Annuity Company, formerly CIGNA Life Insurance Company, a Connecticut life insurance company having a place of business at 900 Cottage Grove Road, Hartford, Connecticut 06152 ("Assignor"), is the owner of the marks identified on Schedule 1 (the "Trademarks");

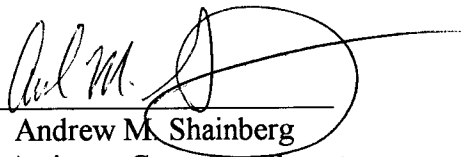
WHEREAS, The Prudential Insurance Company of America, a corporation organized under the laws of the State of New Jersey having a place of business at 751 Broad Street, Newark, New Jersey 07102 ("Assignee"), desires to acquire said Trademarks and the registrations and applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the marks, the portion of the business to which said marks pertain, the identified registrations and applications thereof, all common law rights in said marks, the right to sue and recover for all damages for past and future infringements of Assignor's rights in the marks, and the right to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation, opposition or other proceeding in connection with said marks. This right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not be made.

Assignor further agrees that it will take, or cause to be taken, all such other and further action as may reasonably be required by Assignee in order to effect the assignment contemplated hereby.

[SIGNATURE APPEARS ON THE FOLLOWING PAGE]

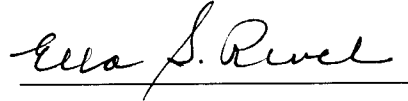
Prudential Retirement Insurance and Annuity Company
(formerly known as CIGNA Life Insurance Company)

By: 
Name: Andrew M. Shainberg
Title: Assistant Corporate Secretary

Date: June 3, 2004

State of New Jersey)
)
County of Middlesex) ss.

On this 3RD day of June, 2004, before me appeared Andrew M. Shainberg, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation with authority to do so.



ELLA S. REVEL
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 6/15/2004

Schedule 1: Trademarks and Service Marks

Service Mark	Registration or Application No.
INVESTMENT INTEGRITY INSTITUTE	Reg. No. 2,673,105
MASTER THE TERRAIN	Reg. No. 2,501,889
PERFECT SERVICE	Reg. No. 2,533,127
STEADYSAVE	Reg. No. 2,295,681
SUCCESS ACCORDING TO PLAN	Reg. No. 2,272,836
SUCCESS THROUGH LEARNING	Reg. No. 2,289,400
TOTAL RETIREMENT ADVISORY SERVICES	Reg. No. 2,586,842
TOTAL RETIREMENT SERVICES	Reg. No. 2,422,360
WORKPLACE FINANCIAL SOLUTIONS	Reg. No. 2,568,637
THE WORKPLACE SPECIALIST	Reg. No. 2,841,931
E-INSERT	App. No. 76/470153
THE BENEFITS OF PLANNING	App. No. 78/239503